cigarette sales ... It's the ultimate cash cow." MARLBORO enjoys 40% market share of all smokers under the age of 24. [Meyers 1985] [This seems to imply about 55% of all profit comes from MARLBORO alone.]

- Content analysis by Health Planning professor studying ads in Time, 1929-84 concludes the "industry advertising directors may have concluded that the most effective contemporary response to health concerns is an indirect one: conveying visual images of vibrant, physically fit, successful, sociable, and sexy people in physically active or glamorous settings, in other words, associating smoking with people who are the very 'picture of health'" [Warner 1985]

- "It is inconceivable that cigarette marketers, who employ costly and sophisticated research techniques..without being cognizant of the potential impact on young people." [Tye 1985, p325]

1986

- cigarette advertising today "consistently upbeat quality, the alluring portraits of the joys of smoking..with hardly a mention of the health risks"..."unabashedly promotes the pleasures of smoking" but this blamed on regulation. [Calfee 1986]

- MARLBORO offers country music tapes, expects a million cassettes in distribution. Also sponsors Formula One and other racing cars, horse races, and a MARLBORO Ski Challenge at 17 ski resorts. [Tarnoff 1986]

- AMA proposes total ban on cigarette advertising. Total promotional dollars for cigarettes now about 2 BILLION domestically (5.5 million per day) Includes: sponsoring sports and culture; marketing of clothes and products with logos; planting cigarettes in films; publicity events, skywriting, inflatable displays; discount coupons and free samples; POP and merchandising materials. [AMA 1986]

- Canadian cigarette marketers charged with violations of virtually all self regulation guidelines, such as: billboards near schools, use of underage models, sponsoring sports (ski), etc. Self reg. described as just a PR exercise. as complaints can only be brought by manufacturers against one another, not by the public. [Catalog of Deception 1986]

- U.S. self regulation, National Advertising Review Board, co-sponsored by American Advertising Federation (AAF), Association of National Advertisers (ANA), American Association of Advertising Agencies (AAAA) and Better Business Bureaus (BBB), hears complaints from one manufacturer about another, although consumers and consumer organizations can also initiate. [NOTE: I find no record of use this self regulatory mechanism by tobacco firms. Natural competition in all other consumer goods industries leads to frequent complaints regarding claims, wording, substantiation data, etc. The "Lowest Tar" battle between NOW and CARLTON would be a natural for this arena.]

2024985317

Source: https://www.industrydocuments.ucsf.edu/docs/tnbl0000

1987

- "Administrative law judge at FTC ruled that the Commission could NOT act on RJReynolds advocacy advertisement that put forth the company's views on the "second hand smoke" argument....(saying) that even though it involved cigarettes, the ad's intent was not to sell a brand. And since it was not mere commercial speech, it was "entitled to the full protection of the First Amendment, including the freedom to deceive. (emphasis added)" Even O'Toole, ex-Chairman of Foote, Cone, Belding, now Executive Vice President of AAAA and major industry spokesperson and author finds this a "baroque convolution in legislative and regulatory thinking." Currently under appeal in 1987. Current status? [O'Toole 1987]

- PHILIP MORRIS CO. signs Conner (sailing's America's Cup repeat winner) for MERIT [Raissman 1987] PHILIP MORRIS also sponsoring Brooklyn Academy of Music Next Wave Festival (showing diverse segments)[Fortune, Aug. 3, 1987, p45]

- Photographer Mike Reinhardt (SALEM, WINSTON, PLAYERS, LUCKY STRIKE) gets fees and expenses of $20,000 to $30,000 a day, for a couple of weeks work. (In cigarette advertising).."you have the luxury to do things right. The complexity of the shoots borders on the magnitude of making a television commercial." Article bemoans threats to this lavish spending. [Russell 1987]

- Canada's Conservative government announces intention to institute a total ban on cigarette advertising and promotions to start effective Jan 1, 1989.

- American Advertising Federation, a Washington industry lobbying group, form "a special tobacco task force..to plan and coordinate lobbying efforts...AAF rebuffed congressional ad ban proposals on several fronts. Extensive lobbying was conducted against two tobacco ad ban bills..provided reps. to testify..at two congressional hearings.....AD PAC (political action committee) was able to support a number of key Senators and Congressmen that have demonstrated an understanding of advertising's important role in the economy." [AAF 1987, p3]

- Current industry trends:

retail profit rate 13.6% of gross $;
new brands, line extension, especially in "value segments" [25 for 20-RICHLAND, CENTURY, generics, private label],
shift to convenience store (18% of total sales) and single pack sales,
major shift in spending from pure advertising to promotions (coupons, incentives, merchandising displays, promotional allowance to trade, premiums, special events, etc) as now 60% of total spending is promotions, vs. only 30% in 1982,
smokeless [chewing] tobacco down,
All firms offering DPP (direct product profit) analyses to trade, along with merchandising racks, POP materials ('free' for preferred placement as quid pro quo.)

2024985318

Source: https://www.industrydocuments.ucsf.edu/docs/tnbl0000

Liggett & Meyers making 300 private labels.
Reynolds testing MAGNA at various price points. Aimed at "image conscious" 18-34 year olds.
American testing MALIBU in three sites.
NEWPORT going to regional advertising strategies.
Brown & Williamson still heavy in print: magazines and newspapers
Philip Morris - MARLBORO: Country Music Tour plays 18 cities to audiences of at least 500,000.

[Progressive Grocer 1987]

- Current Applied Psychology language and thinking, from "Advertising and Consumer Psychology" conference at University of Illinois, 1987. Attended and contributed to by the leading researchers from both ad agencies and university departments of advertising, consumer behavior and marketing from business schools. Among other topics, we discuss creating ads that are:

transformational, not informational
managing the "meaning making"
focusing consumer induction
rehearsing future product experience
transforming ambiguous product experience
capitalizing on the "myth of self immunity"
blocking counter arguments
doing dramas, not lectures because
- lectures precipitate discounting, derogating, counter-arguing
- BUT dramas precipitate "observation and inference"
- make consumer's conclusions seem like "mine" (despite advertising as source stimulus)
- "bypasses defenses" against outside ideas
- "provides free samples of the emotional rewards associated with the brand" [see, for example, Wells 1987]

NOTE ON CIGARETTE BRAND NAMES:

Many have purposeful thematic meaning and connotations, such as:

Virtue: REAL, TRUE, MERIT, FACT, (ad)VANTAGE
Status: RICH, RITZ, TRIUMPH, MORE
Wholesome: SPRING, OASIS, FRESH, BREEZE, BRIGHT, even LIFE itself.

****

2024985319

Source: https://www.industrydocuments.ucsf.edu/docs/tnbl0000

BIBLIOGRAPHY

Archives Consulted:

American Advertising Museum, Research Library, Portland, Oregon, 97209. [Ms. Sarah Paulson, Executive Director]

Brooklyn College, Diamant Memorial Library of Classic Television Commercials, Department of Television and Radio, City University of New York, 11210.

Duke University Library, Manuscript Division, Durham, N.C., 27706. Paris Cleveland Gardner Papers. (Re: FTC activities 1941 -1951, especially on American Tobacco) [Ms. Ellen Gartrell, Director]

History of Advertising Archives, Faculty of Commerce, University of British Columbia, Vancouver, Canada, V6T 1Y8. [Dr. Richard W. Pollay, Curator]

J. Walter Thompson Ltd. (Advertising Agency) Archives, 466 Lexington Avenue, New York, New York, 10017. (Research for P. Lorillard, Old Golds, 1942-1943) [Ms. Heidi Wanner, Assistant Archivist]

Library of Congress, Manuscript Division, Washington, D.C., 20540. Edward L. Bernays papers (re: American Tobacco, 1928-1940s).

N. W. Ayer (Advertising Agency) Archives, 1345 Avenue of the Americas, New York, New York, 10105. (Liggett and Meyers client 1919 -1956.) [Ms. Anna Marie Sandecki, Archivist]

National Museum of American History (Smithsonian), Archives Center, Washington, D.C. (re: N.W. Ayers Proofsheets, and Philip Morris holdings in Modern Advertising Oral History Program.) [Dr. John Fleckner, Director and Ms. Stacey Flaherty, Modern Advertising Program]

U.C.L.A. Film and TV Archives, Commercial Collections, Department of Theatre Arts, Hollywood, CA 90038 [Ms. Eleanor Tanin, Research Center Supervisor]

Wisconsin State Historical Society Archives, John W. Hill (of Hill & Knowlton) Papers, "Tobacco Industry Research Committee," Madison, Wisconsin, 53706. [Mr. Harry Miller, Archivist]

2024985320

Source: https://www.industrydocuments.ucsf.edu/docs/tnbl0000

Publications referenced:

[Advertising Age 1952], "Indelible Mark on Advertising Left by Lasker, Agency Pioneer," Advertising Age, June 9.

[Advertising Age 1980], 50 Years of Advertising as Seen though the eyes of Advertising Age, 1930-1980. Chicago: Crain.

[Advertising and Selling 1927], "Marlboro makes a direct appeal," Advertising and Selling, Vol. 8, p25.

[American Advertising Federation 1987], "Report to the Membership," American Advertising Federation, Washington, D.C.

[American Medical Association 1954], "Cigarette Hucksterism and the A.M.A.," Editorial, Journal of the American Medical Association, Vol. 154 #14 (April 3), p1180.

[American Medical Association 1986], "Media Advertising for Tobacco Products: Board of Trustees Report," Journal of the American Medical Association, Vol. 255 #8 (Feb 28), p1033.

Arnold, Pauline [1935], "How Shifts in Media Affect Cigarette Sales," Sales Management, Aug. 1.

Baker, Samm Sinclair [1968], The Permissable Lie: The Inside Truth About Advertising. NY: World Publishing.

Barnouw, Erik [1978], The Sponsor: Notes on a Modern Potentate. NY: Oxford University Press.

Bellaire, Arthur [1959], Advertising: A Handbook of Modern Practice. NY: Harper & Bros.

Bernays, Edward L. [1965], Biography of an Idea: Memoirs of Public Relations Counsel Edward L. Bernays. NY: Simon and Schuster.

Bernays, Edward L. [1971], "Emergence of the Public Relations Counsel: Principles and Recollections," Business History Review, Vol. 45 #3 (Autumn), p296-316.

Blatnik, J. [1958], "Making Cigarette Ads Tell the Truth," Harpers Magazine, Vol. 217 [August], p45-49.

Blum, Alan [1980], "Medicine vs. Madison Avenue," Journal of the American Medical Association, Vol 243 #8, (Feb 22/29), p739-740.

Blum, Alan [1983], "When 'More Doctors Smoked Camels': Cigarette Advertising in the Journal," New York State Journal of Medicine, Vol. 83 #13 (Dec), p1347-1352.

2024985321

Source: https://www.industrydocuments.ucsf.edu/docs/tnbl0000

Blum, Sam [1966], "An Ode to the Cigarette Code," Harpers Magazine (March), p60-63.

Borden, Neil [1942], The Economic Effects of Advertising. Chicago: Richard D. Irwin.

Brecher, Ruth and Edward [1963], The Consumers Union Report on Smoking and the Public Interest. Mount Vernon, NY: Consumers Union.

Brenner, Henry [1955], Marketing Research Pays Off: Forty Case Histories of Profitable Consumer and Industrial Marketing Research. Pleasantville, NY: Printers' Ink Books.

Burnett, Leo [1958], "The Marlboro Story: How One of America's Most Popular Filter Cigarettes Got That Way," New Yorker, Nov. 15, p41-43.

(Business of Smoking 1983), "The Business of Smoking," New York State Journal of Medicine, Vol. 83 #13 (Dec.) p1324-1331.

(Business Week 1953a), "Fear and Jitters", Business Week, Nov. 14, p54.

(Business Week 1953b), "Cigarette Scare: What'll the Trade Do?", Business Week, Dec. 5, p58ff.

(Business Week 1982), "Why the Cigarette Makers are So Nervous," Business Week, Dec. 20, p55-56.

Calfee, John E. [1985], "Cigarette Advertising, Health Information and Regulation Before 1970," FTC Bureau of Economics, Working Paper #134 (Dec.), 79p.

Calfee, John E. [1986], "The Ghost of Cigarette Advertising Past," Regulation, (Nov/Dec), p35-45.

Calfee, John E. [1987], "Cigarette Advertising Regulation Today: Unintended Consequences and Missed Opportunities?", in Melanie Wallendorf and Paul Anderson, editors, Advances in Consumer Research, Vol. 14, p264-268.

Caples, John [1947], Tested Advertising Methods: How to Profit by Removing Guesswork. NY: Harper & Bros.

(Catalog of Deception 1986), "A Catalogue of Deception: The Use and Abuse of Voluntary Regulation of Tobacco Advertising in Canada." Toronto: Non Smokers Rights Association (January), submission to Federal Minister of Health, Health and Welfare Canada.

Cheskin, Louis [1967], "Philip Morris Launches an Expansion Program," in Secrets of Marketing Success. NY: Trident Press.

Christen, Arden G. and Elbert D. Glover [1987], "History of Smokeless Tobacco

2024985322

Source: https://www.industrydocuments.ucsf.edu/docs/tnbl0000

in the United States," Health Education, (June/July), p6-13.

Clark, Blake [1943], The Advertising Smoke Screen. NY: Harper & Bros.

Cone, Fairfax M. [1969], With All Its Faults: A Candid Account of Forty Years in Advertising. Boston: Little Brown.

[Consumer Reports 1976], "New Medium for the Message," Consumer Reports, Vol. 41 (May), p277-279.

Crittenden, Ann [1977], "$40 Million for a Real Smoke," New York Times, May 15, Section 3, p1ff.

Daniels, Draper [1974], Giants, Pigmies (sic) and Other Advertising People. Chicago: Crain.

Day, Cameron [1953], "Cigarette Advertisers Noncommittal about NBBB's New Ad Standard," Printers' Ink, Dec. 18, p36.

Day, Cameron [1955], "Ad Trends in Cigarettes," Printers' Ink, Dec. 30, p15-17.

Dichter, Ernest [1964], Handbook of Consumer Motivations: The Psychology of the World of Objects. NY: McGraw-Hill.

Doron, Gideon [1979], The Smoking Paradox: Public Regulation in the Cigarette Industry. Cambridge: Abt Books.

Dougherty, Philip H. [1977], "Advertising, New Low-Tar, High Budget Smoke," New York Times, June 20, p44.

Drew, Elizabeth Brenner [1965], "The Quiet Victory of the Cigarette Lobby: How It Found the Best Filter Yet - Congress," Atlantic Monthly, Vol. 216 #3 (Sept.), p76-80.

Ernster, Virginia L. [1985], "Mixed Messages for Women: A Social History of Cigarette Smoking and Advertising," New York State Journal of Medicine, Vol. 85 #7 (July), p335-340.

[FTC 1967], "Report to Congress: Pursuant to the Federal Cigarette Labeling and Advertising Act", June 30.

[FTC 19xx]....and so on annually, until:

[FTC 1981], "Staff Report on the Cigarette Advertising Investigation (May) (Public and CONFIDENTIAL versions with industry marketing plan information. Public version has synopsis hints at deleted material.)

[FTC 1982-83], "Report to Congress: Pursuant to the Federal Cigarette Labeling and Advertising Act", issued June 1985.

2024985323

Source: https://www.industrydocuments.ucsf.edu/docs/tnbl0000

Finger, William R. [1981], The Tobacco Industry in Transition. Lexington, MS: Lexington Books.

Fishbein, Martin [1977], "Consumer Beliefs and Behavior with Respect to Cigarette Smoking: A Critical Analysis of the Public Literature," (May), Report to the FTC Staff, Appendix A to FTC Annual Report.

Foote, Emerson [1981], "Advertising and Tobacco," Journal of the American Medical Association, Vol 245 #16 (April 24), p1667-1668.

[Fortune 1953], "The Uproar in Cigarettes," Fortune, Dec. p130ff.

[Fortune 1963], "Embattled Tobacco's New Strategy," Fortune, January, p100ff.

Fox, Stephen [1984], The Mirror Makers: A History of American Advertising and Its Creators. NY: William Morrow.

Fritschler, A. Lee [1969], Smoking and Politics: Policymaking and the Federal Bureaucracy. Englewood Cliffs, Prentice-Hall.

Galanoy, Terry [1970] Down the Tube. Chicago: Henry Regnery.

Garver, Robert I. [1949], Successful Radio Advertising with Sponsor Participation Programs. NY: Prentice-Hall.

Geller, Max [1952], Advertising at the Crossroads. NY: Ronald.

Gilbert, Eugene [1957], Advertising and Marketing to Young People. Pleasantville, NY: Printers' Ink Books.

Glatzer, Robert [1970], The New Advertising: The Great Campaigns from Avis to Volkswagen. NY: Citadel Press.

Glover, Elbert D. et.al. [1982], "Smokeless Tobacco and the Adolescent Male," Journal of Early Adolescence, Vol. 2 #1, p1-13.

Gossage, Howard Luck [1986], Is There any Hope for Advertising? Urbana: Univ. of Illinois Press, Kim Rotzoll, et.al., editors.

Hamilton, James. L. [1972], "The Demand for Cigarettes: Advertising, The Health Scare and the Cigarette Advertising Ban," Review of Economics and Statistics, Vol. 54 (Nov.), p401-411.

[Harvard 1971], "Philip Morris Incorporated," Harvard Business School Case 372-045.

[Harvard 1982], "U.S. Tobacco Companies: Smoking and Health," Harvard Business School Case, 9-382-155.

[Harvard 1983], "Notes of the U.S. Cigarette Industry," Harvard Business School Case, 9-183-046 (Revised 6/83).

2024985324

Source: https://www.industrydocuments.ucsf.edu/docs/tnbl0000

Honomichl, Jack [1984], Marketing/Research People: Their Behind-The-Scenes Stories. Chicago: Crain.

Howe, Holly [1984], "An Historical Review of Women, Smoking and Advertising," Health Education, May/June, p3-9.

Hurley, Neil [1963], "The TV Commercial: Window on Mass Culture," America, Jan. 5, p13-15.

Husband, R. W. and Jane Godfrey [1934], "An Experimental Study of Cigarette Identification," Journal of Applied Psychology, Vol. 18 #2 (April).

Hutchings, Robert [1981], "A Review of the Nature and Extent of Cigarette Advertising in the United States." Rockville, MD: Office on Smoking and Health, Public Health Service, submission to FTC.

Jones, John Philip [1986], What's in a Name?: Advertising and the Concept of Brands. Lexington, MS: D.C.Heath.

Leaf, Jesse E. [1964], "Will Brand Appeals Dull Warnings?", Printers' Ink, (Feb 14), p32.

Leroux, Margaret [1984a], "No Smoking," Madison Avenue, August, p93-97.

Leroux, Margaret [1984b], "Where There's Smoke...," Madison Avenue, August, p98-99.

Lewine, Harris [1970], Good-Bye to All That. NY: McGraw-Hill.

Littell, R. [1942], "Cigarette Ad Fact and Fiction," Reader's Digest, July, p5-8.

Lohof, Bruce A. [1969], "The Higher Meaning of Marlboro Cigarettes," Journal of Popular Culture, Vol. 3 #3 (Winter), p441-450.

Margolin, Victor, Ira Brichta and Vivian Brichta [1982], The Promise and the Product: 200 Years of American Advertising Posters. NY: MacMillan.

Martineau, Pierre [1957], Motivation in Advertising: Motives that Makes People Buy. NY: McGraw-Hill.

Meyers, William [1985], "Philip Morris Tries to Regain its Footing," Madison Avenue, May, p45-50.

Miles, Robert H. [1982], Coffin Nails and Corporate Strategies. Englewood Cliffs: Prentice-Hall.

Miller, L. and J. Monahan [1966], "To the Cigarette Makers: Just the Facts, Please," Reader's Digest, Nov., 56-65. (These two publish almost an article a year in Reader's Digest from 1958 to 1966, see Calfee 1985)

2024985325

Source: https://www.industrydocuments.ucsf.edu/docs/tnbl0000

[N.Y.Times 1966], Editorial, New York Times, July 9, p28.

[N.Y.Times 1985], "Cigarette Maker Wins $5 Million in TV Libel Case," New York Times, Dec. 6, pA33.

Nicholls, William H. [1949], "The Tobacco Case of 1946," American Economic Review, Vol. 39 #3 (May), p284-296.

Norback, Peter and Craig [1976], Great Songs of Madison Avenue. NY: Quadrangle/New York Times Books.

O'Connor, John J. [1981], "Women Top Big Target," Advertising Age, Sept. 28.

O'Keefe, M.T. [1971], "The Anti-smoking Commercials: A Study of Television's Impact on Behavior," Public Opinion Quarterly, Vol. 35, p242-248.

O'Toole, John [1987], "Advertising and Democracy: Is Advertising Second-Class Speech?", Gannett Center Journal (Columbia), p97-108.

Parker, Ian [1966], "A Study of Cigarette Advertising: Report to National (Canada) Health and Welfare." Winnipeg: Manitoba Educational Research Council.

Pease, Otis [1958], The Responsibilities of American Advertising: Private Control and Public Influence, 1920-1940. New Haven: Yale University Press.

Pertschuk, Michael [1982], Revolt Against Regulation: The Rise and Fall of the Consumer Movement. Berkeley: University of California Press.

Pollay, Richard W. [1987a], "Current Events that are Making Advertising History," in Terence Nevett and Ronald Fullerton, editors, Historical Perspectives on Marketing. Lexington, MS: Lexington Books, in press.

Pollay, Richard W. [1987b], "Themes and Tactics in Cigarette Advertising, 1938 - 1983: Technical Report on Methods and Measures," History of Advertising Archives, Vancouver, BC, Canada.

[Printers' Ink 1932], "Blow some my way," Printers' Ink, Vol. 159, p20.

[Printers' Ink 1953a], AMA Ban Puts Spotlight on Misuses of Medical Data in Advertising," Printers' Ink, Nov. 20, p48.

[Printers' Ink 1959], "Ad Strategies Behind the '59 Sales High," Printers' Ink, Dec. 25, p25-26.

[Printers' Ink 1960], "Cigarette Ads Back on Old Path," Printers' Ink, Dec. 23. p37.

[Printers' Ink 1965], "How Cigarette Code Affects Advertisers," Printers'

2024985326

Source: https://www.industrydocuments.ucsf.edu/docs/tnbl0000

Ink, Dec. 10, p31ff.

[Progressive Grocer 1987], "Where There's Smoke...," Progressive Grocer, July, p169 - 170.

Raissman, Robert [1987], "Sell on," Advertising Age, Feb 9, p1.

Rheinstrom, Carroll [1929], Psyching the Ads: The Case Book of Advertising: The Methods and Results of 180 Advertisements. NY: Covici-Friede.

Ringold, Debra Jones [1986], "A Preliminary Investigation of the Information Content of Cigarette Advertising: A Longitudinal Analysis," in Melanie Wallendorf and Paul Anderson, editors, Advances in Consumer Research, Vol. 14, p269 - 273.

Robinson, William [1978], Best Sales Promotions of 1977/78. Chicago: Crain.

Roper Organization, Inc. [1978], "A Study of Public Attitudes Toward Cigarette Smoking and the Tobacco Industry in 1978," in 1978 FTC Report to Congress, Appendix B, p50.

Russell, Anne M. [1987], "Last of the Big Time Spenders: The One Instance Where Smoking is Good for You - Financially, at Least," American Photographer, April, p18.

Schneider, L., K. Benjamin and K. Murphy [1981], "Governmental Regulation of Cigarette Health Information," Journal of Law and Economics, Vol. 24, p575-612.

Schriber, John [1983], "Up from the Land of Macho," Madison Avenue, August, p35-40.

Schudson, Michael [1984], Advertising: the Uneasy Persuasion: Its Dubious Impact on American Society. NY: Basic Books.

Schuster, Camilee P. and Christine P. Powell [1987], "Comparison of Cigarette and Alcohol Advertising Controversies," Journal of Advertising, Vol. 16 #2, p26ff.

Seldin, Joseph, J. [1963], The Golden Fleece: Selling the Good Life to Americans. NY: MacMillan.

Slater, Michael D., et.al.[1987], "Cigarette Advertising Strategies, 1960-1985: Trends and Themes for Youth, Women, and General Audiences." Stanford University, Institute for Communication Research.

2024985327

Source: https://www.industrydocuments.ucsf.edu/docs/tnbl0000

Smith, George Horsley [1954], Motivation Research in Advertising and Marketing. NY: McGraw-Hill.

Smith, R.C. [1978], "The Magazines' Smoking Habit," Columbia Journalism Review, Vol. 16 (Jan-Feb), p29-31.

Sobczynski, A [1983], "Marketers Clamor to Offer Lady a Cigaret," Advertising Age, Jan. 31, pM14-16.

Sobel, R. [1978], They Satisfy: The Cigarette in American Life. Garden City, NJ: Anchor Press.

Strosahl, William [1959], "What's the Picture in Cigarette Advertising?" in Edward M. Gottschall and Arthur Hawkins, editors, Advertising Directions. NY: Art Directions Book Co.

Sweeney. Louise [1968], "Tobacco Institute Defends Advertising", Christian Science Monitor, Feb. 6.

Tarnoff, Stephen [1986], "Music in Marlboro's Range," Advertising Age, Feb 6, p32-33.

Teel, Sandra J. et.al [1979], "Lessons Learned from the Broadcast Cigarette Advertising Ban," Journal of Marketing, Vol. 43 (Jan), p45-50.

Tilley, Nannie May [1985], The R. J. Reynolds Tobacco Company. Chapel Hill, NC: University of North Carolina Press, 706p.

[Time 1954], "Easy on the Drawback," Time, May 31, p70.

Tye, Joe B. [1985], "Cigarette Marketing: Ethical Conservatism or Corporate Violence," New York State Journal of Medicine, Vol. 85 #7 (July), p324-327.

Wagner, Philip [1929], "Cigarettes vs. Candy: War Correspondence from a New Battle Front," New Republic, Vol. 57 #741 (Feb 13), p343-345.

Wagner, S. [1971], Cigarette Country. NY: Praeger

Wallace, Robert [1929], "A 'Lucky' a Sweet - or Both," The Nation, Vol. 128, p305-307.

Warner, K. [1979], "Clearing the Airwaves: The Cigarette Ad Ban Revisited," Policy Analysis, Vol. 5, p435-450.

Warner, Kenneth E. [1985], "Tobacco Industry Response to Public Health Concern: A Content Analysis of Cigarette Ads," Health Education Quarterly, Vol. 12 #2 (Summer), p115-127.

Watkins, Julian Lewis [1949], The 100 Greatest Advertisements: Who wrote them and What They Did. NY: Moore.

2024985328

Source: https://www.industrydocuments.ucsf.edu/docs/tnbl0000

Wegman, Richard A. [1966], "Cigarettes and Health: A Legal Analysis," Cornell Law Quarterly, Vol. 51 #4 (Summer), p678-759.

Weissman, George [1955], "Marlboro - From Research to Success," in Henry Brenner, Marketing Research Pays Off. Pleasantville, NY: Printers' Ink Books, p359 - 364.

Weissman, George [1981], "A Future of Great promise - For Tobacco and for Philip Morris," in William R. Finger, The Tobacco Industry in Transition. Lexington, MS: Lexington Books, p199-201.

Wells, William D. [1987], "Lectures and Dramas," in Patricia Cafferata and Alice Tybout, editors, Cognitive and Affective Responses to Advertising, in press. (Presented at "Advertising and Consumer Psychology" conference, University of Illinois, June 29-31, 1987)

Whelan, E.M. et.al., [1981], "Analysis of Coverage of Tobacco Hazards in Women's Magazines," Journal of Public Health Policy, Vol. 2, p28-35.

Whiteside, Thomas [1954], The Relaxed Sell. NY: Oxford University Press.

Whiteside, Thomas [1975], Selling Death: Cigarette Advertising and Public Health. NY: Liverright.

Wood, James Playstead [1958], The Story of Advertising. NY: Ronald Press.

Wootten Harry M. [1941], "Cigarette's High Ceiling," Printers' Ink Monthly, Feb., p5ff.

****

2024985329

Source: https://www.industrydocuments.ucsf.edu/docs/tnbl0000